



I have bought a  
camera and  
take photos which  
I will present  
as soon as possible

STETTNER

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## OPINIONS OF STETTLE

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The Hon. C. R. Mitchell, Attorney-General for Alberta—"He had found Stettler the busy town it has always been. It was depending not altogether on railways but on the rich farming districts surrounding it."

"In four years Stettler has grown from the bald prairie to a town of over 2000 inhabitants and over one hundred business houses."—"Canada," London, England.

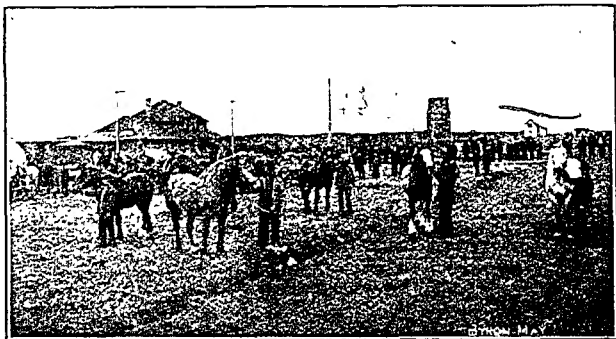
"The town of Stettler was always alive to its possibilities."—"Calgary Herald," Calgary.

"Stettler is one of the busiest towns in Alberta."—Edmonton Bulletin.

## STETTLE "THE BUSY TOWN"

**I**S pleasantly situated at the intersection of the Canadian Pacific Railway between Lacombe and Moose Jaw, with the Canadian Northern Vegreville and Calgary branch, and for location may otherwise be termed "the heart of Alberta."

The town was incorporated in 1906 and now has a population of 2,000. It has had an enviable immunity from boom influence, and yet no town of similar proportions has witnessed greater development in the time, or gives brighter promise of future expansion.



THE IMPORTATION OF PURE BRED STOCK IS ANNUALLY INCREASING. It is a live hustling centre of business activity. "Like town, like country"—the district enjoys the reputation of progressiveness, and proof may be found in the comparative wealth of many of the settlers who came here but a few years ago.

Whether in grain growing, or in animal husbandry, the district ranks amongst the first; and the importation of pure-bred stock is annually increasing throughout the district.



THE BEST SPRING WHEAT DISTRICT IN ALBERTA

### Banner Wheat District

The fertility of the land in the Stettler District is attested by the average yields of grain. Last year (a dry season) the Ball farm, for example, reports an average yield of 35 bushels of spring wheat for 500 acres, Richardson Bros., 35 bushels per acre; C. H. Hiskey, over 35 bushels per acre; Albert Scheerschmidt, 28 bushels per acre; Herb Scott had 600 acres of crop and J. Hinkle had over 5,000 bushels of wheat; H. Ellergodt had an average of 35 bushels per acre which graded No. 2 Northern; H. C. Holton had 4,500 bushels of wheat grading No. 2 and 3 Northern, while even 40 and 43 bushels of wheat per acre and as high as 125 bushels of oats per acre, have been obtained some years. An expert land valuator (non-resident) with an intimate knowledge of the province, has declared Stettler to be the "best spring wheat district in Alberta." Some of the districts which are tributary to Stettler include the far-famed Blue Ridge, Red Willow, Wild Rose, Silver Prairie, Liberal, Stewartwyn, Foreman, Harker, Monvel, White Brush, Hastings Coulee, Ewing and Zenith.

Sales of land of considerable extent have taken place during the past few years at prices for wild land varying from \$15.00 to \$20.00 per acre; improved land from \$20.00 to as high as \$42.50 per acre. Many steam plows are at work, especially to the

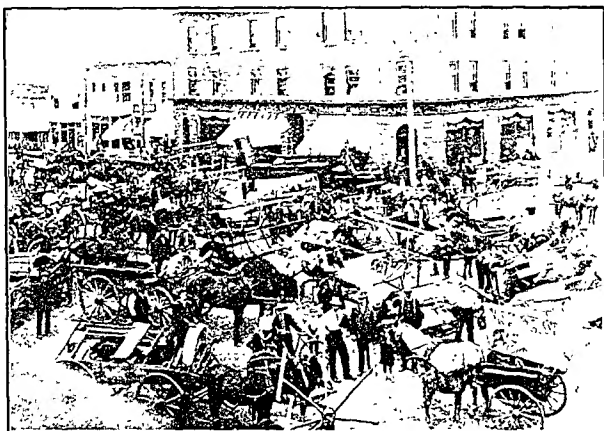
eastward, on the prairie. It is estimated that at least an area of 10,000 acres of new land was broken last summer within a radius of ten miles of town. The farmers are prosperous and many of them in a position to hold their grain. The estimated total grain crop for the Stettler district for 1910 was 250,000 bushels.

As indicating the importance of the grain growing interests in the district, may be mentioned the fact that Stettler ranks seventh in elevator storage capacity for the province, having four elevators and a warehouse with a capacity of 180,000 bushels

Agricultural interests being paramount, one of the most important local organizations is

#### The Stettler District Agricultural Society

The annual exhibitions of grain and stock held by this Society are invariably high-class; a marked improvement in the quality of the exhibits being noted each succeeding year. The society owns valuable exhibition grounds extending to over twenty-six



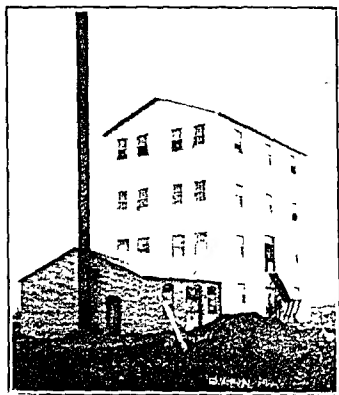
LAST YEAR THE SALES OF FARM MACHINERY AMOUNTED TO \$250 000

acres contiguous to town, with a half-mile race-track, buildings, etc.

The local branch of the United Farmers Association of Alberta also promotes the welfare of the farming community by consolidating their efforts towards improved conditions.

Nothing may so well indicate the extensiveness of the farm industry as the farm implement business. Last year the sales of farm machinery amounted to \$250,000.00.

### Local Industries



STETTLER FLOUR MILL

ONE OF TOWN'S BEST INDUSTRIAL CONCERNS

Stettler Flour Mill which has a daily capacity of 100 barrels, is manufacturing an excellent grade of flour, the demand for the product being steadily on the increase. This mill, which is equipped with up-to-date machinery and lighted with electricity, is one of the town's best industrial concerns and is building up a good business.

The Underwood Circular hand-saw factory was established in 1910.

The proprietor is manufacturing a line of circular saws which are operated by hand, but perform the work required by a machine driven. In connection with this factory, an Iron Foundry and Machine Shop have been installed.

The Stettler Steam Laundry, recently opened, employs twelve assistants, and is widely patronized.

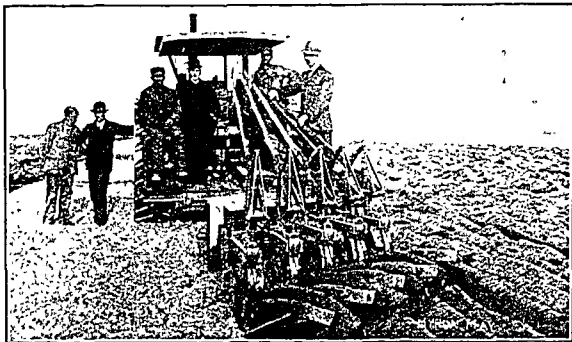
The Imperial Oil Company have a large warehouse and set of storage tanks close to the C. P. R. track and their turnover is stated to be one of the

largest in the Province. The Winnipeg Oil Co. also makes this a distributing point.

Stettler is extremely fortunate in having an abundant supply of good coal in close proximity, there being numerous valuable mines in operation. Coal is retailed at from \$3.50 upwards per ton, while at the mine it may be had at \$1.25 per ton.

#### Business Houses

The Merchants Bank, with manager and staff of six assistants; The Traders Bank of Canada, with manager and eight assistants; three licensed hotels, the "Dominion," "Royal" and "National" (the last-named being one of the finest equipped hotels in the West, with accommodation for over 150 guests); three lumber yards, two auctioneers; two bakers, a confectioner, three blacksmith shops, two builders and contractors, two boarding-houses, four restaurants, one dealer in coal and wood, three dairymen, two druggists, six dealers in farm implements and four in farm produce, one furniture store, two fruit and candy stores, three general merchants, three gents' furnishing stores, two harness makers, three hair dressers, three hardware stores, a foundry, a machine shop, three jewellers, a laundry, five livery and feed stables, two butchers, six loan and insurance agencies, three law offices, five doctors, two music stores, one millinery shop, one opera house,



two job printing offices, "Stettler Independent" newspaper, three pool halls, one second-hand store, one veterinary surgeon, one dentist, a wholesale liquor store, a registrar of vital statistics, an issuer of marriage licenses, government telephone system (145 local phones and 23 rural) and post office.

The post office returns for the year ending March 31, 1910, were \$6,530.05, being fourth in importance for towns in the province.

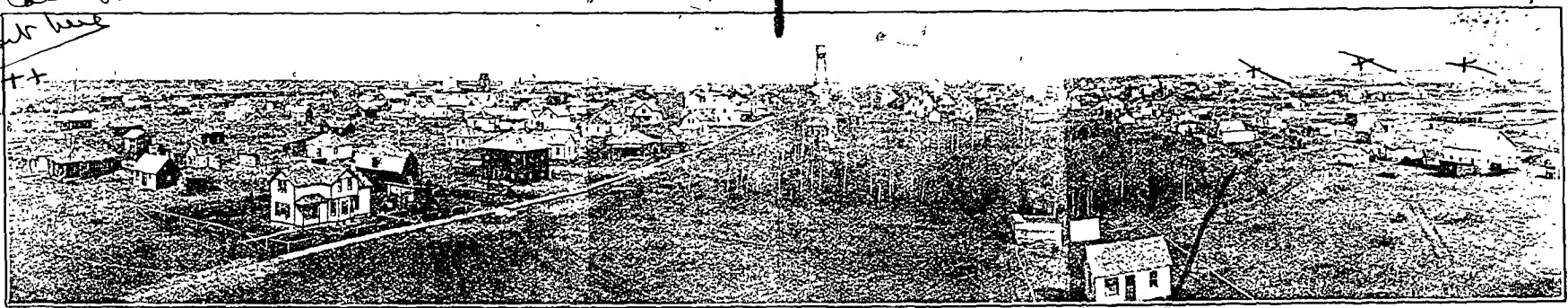
The sales in lumber reached \$200,000 last year.

The two local banks, the Trades Bank and the Merchants Bank, are centres of activity, the volume of business transacted in these establishments rank-

known for its bumper crops of Red Fife Wheat.

Amongst the more important improvements now actually in progress, the municipal council are installing a system of waterworks, which are nearing completion; an electric light and power plant is under construction, and numerous street improvements are in view. The Town Hall buildings are centrally situated, including Fire Hall, Council Chamber, and Secretary-Treasurer's office.

The Fire Department is a well-equipped organization having a highly efficient staff of volunteers. The apparatus includes Gasoline Fire Engine, two-cylinder Chemical Engine, Hose Reels, Ladders, etc.,



THE VIEW FROM NEW SCHOOL BUILDING IS A PLEASANT PANORAMA

ing them amongst the more important branches of the West.

On nearing Stettler, the fine new brick school, and the elevated water tower, on the one side and the four grain elevators and flour mill on the other, are conspicuous objects. The view from the top of the water tower, the Stettler Flour Mills, or the new school building, is a pleasant panorama of level prairie. The bluffs add beauty to the parkland district from Stettler west, while a look to the eastward reveals a level treeless prairie. Away to the northeast, the ridge near the Battle River is pointed out beyond the Red Willow settlement, which is well

Quite recently there has been considerable residential property placed under construction, and the occupied area of the town is rapidly increasing.

A feature in the social life of the community is the variety of public entertainments provided, and good companies find large and responsive audiences, the Opera House being invariably well filled. The Moving Picture exhibitions form a nightly attraction. Stettler has probably one of the best Orchestras in the Province, and it greatly contributes to the pleasure of the citizens generally.

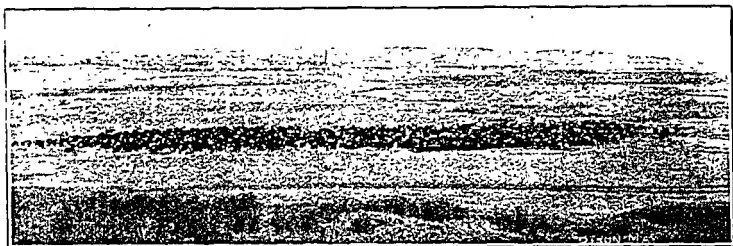
In Churches most of the religious denominations are represented, including the following: Church of



England, Methodist, Presbyterian, Swedish Lutheran, Roman Catholic and Beulah Mission.

Two good Hospitals conducted by private parties provide accommodation for twenty-four patients.

Of the various Fraternal Societies the following are locally strong: A. F. & A. M.; I. O. O. F.; Independent Order of Foresters; C. O. F.; Modern Woodmen of America; Royal Neighbors; Brotherhood of American Yeomen; Rechabites.



A CATTLE ROUND-UP OF 5700

Cattle shipments are an important feature in the trade of Stettler, one recent shipment alone totalling \$250,000.00. These cattle were from the Handhills district south of Stettler. In 1909 thirty-two trainloads of cattle, estimated value being \$1,000,000, were shipped from this point. The above photo represents a cattle round-up of 5,700 head, which took place a few months ago. It is seldom that so large a bunch of cattle is to be found on the range, but in this case it only reflects an idea of the capital invested in stock raising in this district. No description of animal husbandry is so remunerative as hog raising, and nearly every farmer has a good number of these "mortgage lifters" as they are usually called.

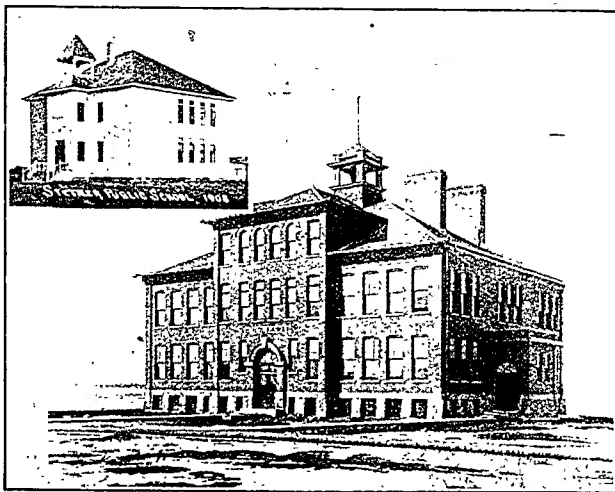
Horses yield handsome prices, good teams fetching from \$300.00 to \$800.00, and even more in some cases.

The Stettler Creamery now in operation caters to the interests of dairying and will be more patronized as the valuable returns from this branch are better appreciated by settlers.

## Schools and Education

Any country's real assets are its citizens, and their calibre is chiefly determined by the standard of education. In matters affecting the education of the youth, Stettler's citizens are aggressive. The Public School erected a little over two years ago, costing \$8,000.00 has now given way to the handsome modern three-storey brick school, costing nearly \$50,000.00, which was opened in March last by Premier Sifton. The new building contains eight class rooms, a commodious assembly room, teachers' rooms, board room, basement and play rooms, and is finished in first-class workmanship and material.

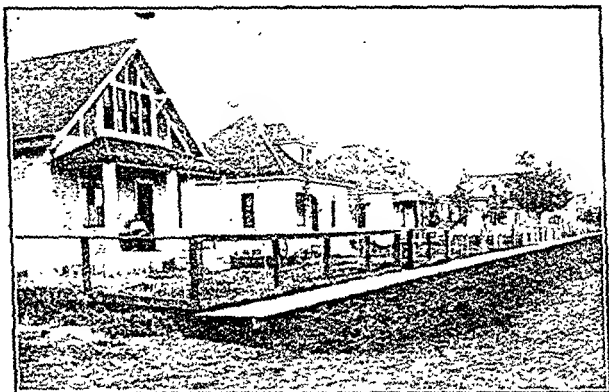
The pupil enrolment is nearly 300. The higher branches of study are receiving attention, various sciences forming part of the curriculum. The departmental examinations for 1910 were successfully passed by all candidates. The pupils have several athletic clubs, including a girls' basket ball team, boys' baseball team, football and boys' hockey team.



THE HANDSOME MODERN THREE-STOREY BRICK SCHOOL  
COSTING NEARLY \$50,000

The residential portions of Stettler are an indication of the general prosperity of the citizens, whose homes are marked by comfort and elegance. Several of the streets are boulevarded and greater attention is now being devoted towards making the town attractive as well as modern in all respects.

Some of Stettler's residences are patterns of architectural neatness in design and finish.



SOME OF STETTLER'S RESIDENCES

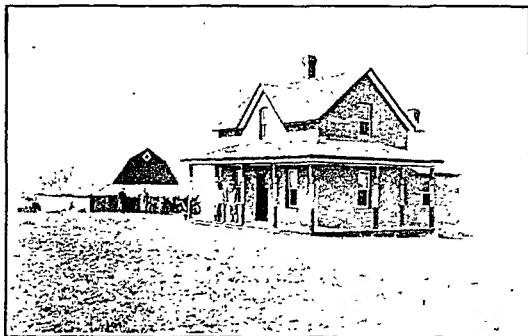
The ratepayers have just voted a sum of nearly \$30,000 for installing electric light, grading and improving the streets and sidewalks, and erection of additional municipal buildings. It is almost certain that a system of sewerage will be included in the next public improvements undertaken by the municipal council, their aim being to provide the town with all the best conveniences.

Many of the farmers are equally comfortable as regards homes as those who are supposed to be more favorably situated living in town. The old log shack which did service in the early days has been replaced by substantial buildings of brick or frame material; and the rural phone brings town and country together in spite of the distance which separates

them. Gasoline tractors are now largely used throughout the district, in field and road work, and motor cars are numerous.

A great variety of garden produce is raised here, including sweet corn, pumpkins, cucumbers, tomatoes, beets, squashes, etc., while there is an abundance of wild as well as cultivated fruits available.

Stettler's summer resort is Buffalo Lake, where the citizens enjoy all the change and recreation pro-

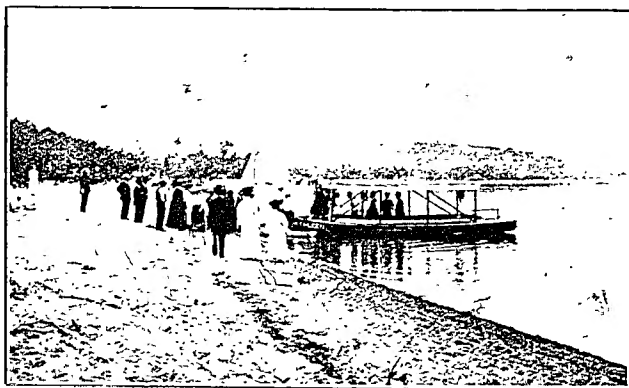


MANY OF THE FARMERS ARE EQUALLY COMFORTABLE  
AS REGARDS HOMES

vided by Nature so lavishly. Camping, boating, fishing, shooting, and bathing form the chief pastimes during the holiday season, and all of these may be engaged in to the fullest extent at this favorite spot. The lake is 25 miles long and 9 miles wide, and is within easy distance of town. This resort is becoming each year more popular as its attractions become more generally known amongst all classes.

#### Athletics and Sports

In these the Stettler people are as enthusiastic as in business pursuits. The various games of tennis, baseball, football, and lacrosse are all immensely in favor, while during winter curling and hockey reign supreme. The hockey team distinguished themselves by winning the Fit-Reform Cup, which is em-

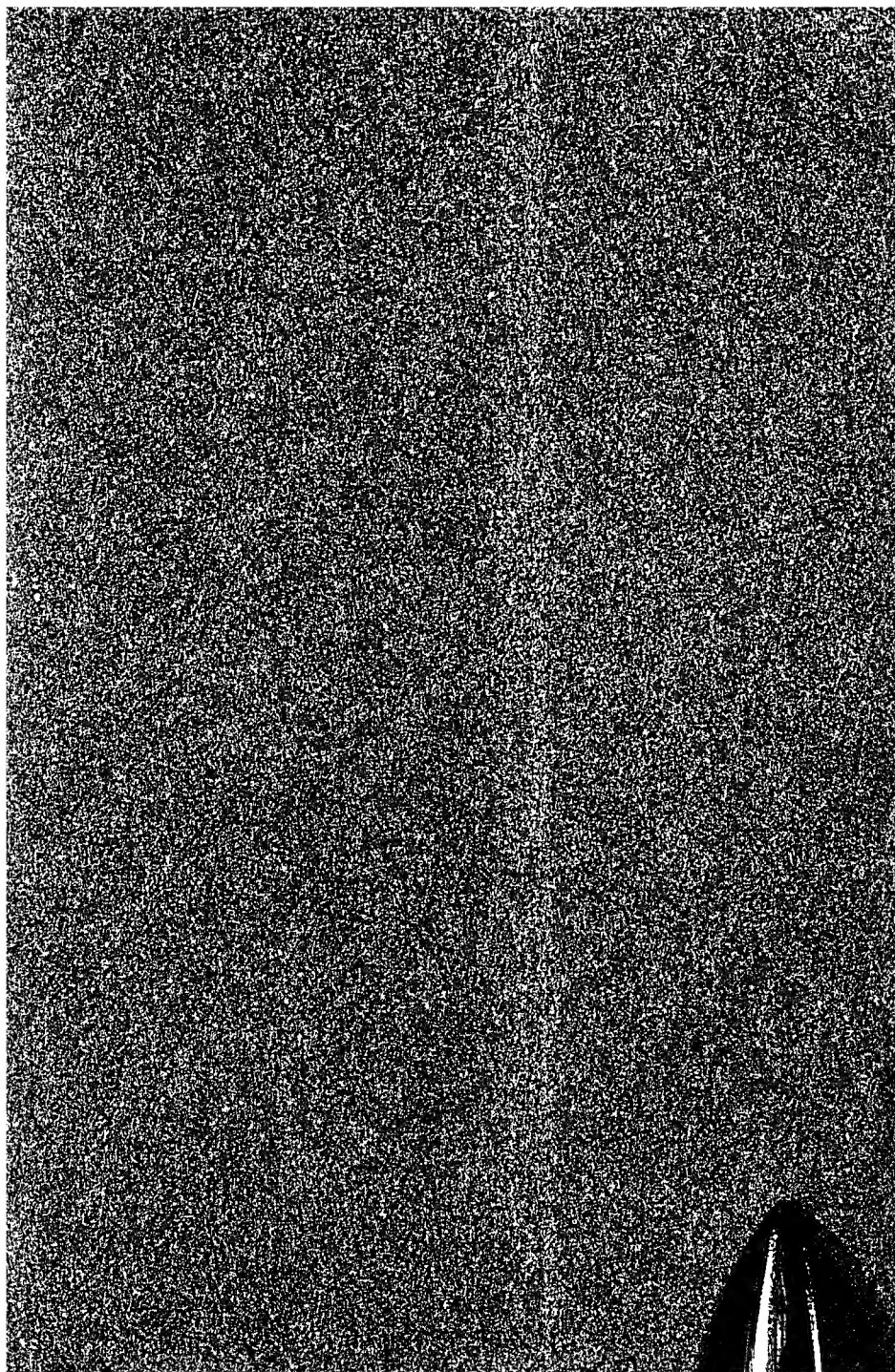


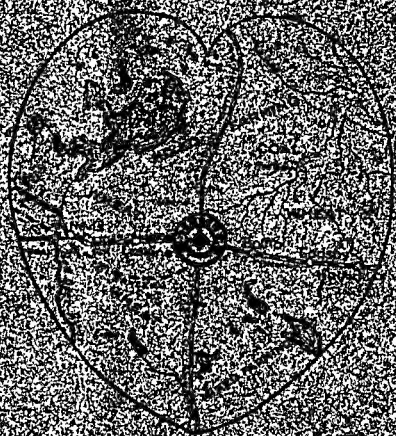
STETTLER'S SUMMER RESORT IS BUFFALO LAKE

blematic of the Championship of Western Canada, from Edmonton last winter. Of this victory the Edmonton Journal says "The game was over and the cup had gone. Few realized it at first, but the roar that went up in praise of Stettler's fine work was only a testimony of popular approval."



HOCKEY CHAMPIONSHIP CUP





For further information address  
The Secretary, Swedish Board of Trade